

Amendments to the Claims:

Please cancel claims 1, 3, 11, 13, 14, and 20-22, and amend claims 2, 4, 5, 12, 15, 16, 18, and 19, without prejudice or disclosure, and add claims 23-29, resulting in following set of claims pending in the Application:

1. (cancelled).

2. (currently amended) The method of claim 23 wherein detecting includes detecting purchase of a product received from a first business entity, and the method further includes  
receiving the respective product from a different business entity ~~claims 1 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.~~

3. (cancelled).

4. (currently amended) The method of claim 23 further including 1 ~~wherein the system further includes a plurality of portable cards, and the method further includes~~  
~~sending a first signal to a card in the plurality of portable cards, responsive to the detecting step.~~

5. (currently amended) The method of claim 23 further including 1 ~~wherein the system further includes a plurality of portable cards, and the method further includes~~

displaying the amount includes displaying responsive to a first signal on a card in  
~~the plurality of cards.~~

6. (original) The method of claim 5 further including  
receiving a second signal corresponding to a product selected for purchase; and  
determining an amount due depending on whether the second signal  
corresponds to a first signal on the card.

7. (original) The method of claim 5 further including selectively sending a  
second signal further depends on a value of the first signal.

8. (original) The method of claim 5 further including  
selectively sending a second signal to the card, depending on whether the first  
and second signals correspond to a common company.

9. (original) The method of claim 8 wherein selectively sending a second signal  
further depends on a value of the first signal.

10. (original) The method of claim 5 further including  
modifying the first signal; and  
sending the modified signal to the card.

11. (cancelled).

12. (currently amended) The system of claim 25 wherein each processing unit includes ~~41 further including a housing; and~~ a card reader in the housing, wherein the display is in the housing.

13. (cancelled).

14. (cancelled).

15. (currently amended) The system of claim 25 wherein each processing unit includes ~~41 further including~~ a sender that transfers a first signal to a card in a plurality of ~~portable cards~~, responsive to the detecting step.

16. (currently amended) The system of claim 11 wherein the display is responsive to a first signal on a card ~~in the plurality of cards~~.

17. (original) The system of claim 16 further including  
a receiver that receives a second signal corresponding to a product selected for purchase; and

a determiner that determines an amount due depending on whether the second signal corresponds to a first signal on the card.

18. (currently amended) The system of claim 16 further including circuitry that

logic for selectively sends sending a second signal to the card, depending on whether the first and second signals correspond to a common company.

19. (currently amended) The system of claim 18 wherein the circuitry logic includes a comparator responsive to a value of the first signal.

20. (cancelled).

21. (cancelled).

22. (cancelled).

23. (new) A method for a system including a store, the store comprising:  
a plurality of first areas each including  
    a shelf,  
    a plurality of units of a respective product, the plurality of units  
being on the shelf, the plurality of units having a common symbol different than a  
symbol of units of another product,  
    a respective display unit supported by the shelf, and located  
adjacent to the plurality of units of the respective product such that no units of another  
product are between the display unit and the plurality of units,  
the method comprising the steps, performed by a display unit in one of the first areas,  
of:

detecting a purchase by a customer; and

displaying an amount for the respective product, the amount varying depending on the detecting step, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product.

24. (new) The method of claim 23 wherein displaying includes

displaying, responsive to a signal on a card, a message corresponding to an additional quantity of purchase required for the customer to receive a discount.

25. (new) A system for operating with a store, the store comprising:

a plurality of first areas each including

a shelf,

a plurality of units of a respective product, the plurality of units being on the shelf, the plurality of units having a common symbol different than a symbol of units of another product, the system comprising a plurality of processing units, each processing supported by the shelf in a respective first area, and located adjacent to the plurality of units of the respective product such that no units of another product are between the display unit and the plurality of units, each processing unit including

a detector having circuitry that detects a purchase by a customer; and

a display having circuitry that displays an amount for the respective product, the amount varying depending on a signal from the detector, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product.

26. (new) The system of claim 25 wherein the plurality of first areas includes 5 first areas.

27. (new) A system for operating with a store, the store comprising:  
a plurality of first areas each including  
a shelf,  
a plurality of units of a respective product, the plurality of units being on the shelf, the plurality of units having a common symbol different than a symbol of units of another product,  
the system comprising a plurality of processing units, each processing supported by the shelf in a respective first area, and located adjacent to the plurality of units of the respective product such that no units of another product are between the display unit and the plurality of units, each processing unit including  
means for detecting a purchase by a customer; and  
means for displaying an amount for the respective product, the amount varying depending on the detecting step, the amount corresponding to one of a plurality of non-zero prices to be paid for the respective product.

28. (new) The system of claim 27 wherein the plurality of first areas includes 5 first areas.

29. (new) The system of claim 27 wherein the means for displaying includes

circuitry that displays responsive to a signal on a card, a message corresponding to an additional quantity of purchase required for the customer to receive a discount.